

Abstract of the Disclosure

The present invention discloses a paperback rider instantly redeemable coupon (IRC) including a booklet disposed on a liner having an adhesive backing layer, a first clear film laminate disposed on the booklet, and an IRC having a second clear film laminate disposed thereon. The IRC may be releasably affixed to the first clear film laminate by perforations. The invention further includes a paperback rider instantly redeemable coupon (IRC) including, a booklet disposed on a liner having an adhesive backing layer, a clear film laminate disposed on the booklet, and an IRC releasably affixed to the first clear film laminate by clean release adhesive. The invention also provides a method of manufacturing the paperback rider instantly redeemable coupons (IRC) described above.